

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 W

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FM AMCONSUL ROTTERDAM

TO SECSTATE WASHDC PRIORITY 580

INFO AMEMBASSY THE HAGUE

UNCLAS ROTTERDAM 580

E.O. 11652: N/A

TAGS: BEXP, OTRA

SUBJECT: FOREIGN BUYER PROGRAM: CONCRETE AND AGGREGATES SHOW,
HOUSTON, FEBRUARY 1976

REF: STATE 218358

FOR COMMERCE: BIC/OED

1. MISSET, A LEADING LOCAL PUBLISHER OF TRADE MAGAZINES
INTERESTED PROMOTING GROUP FLIGHT TO CONCRETE AND AGGREGATES
SHOW. COMPANY PLANS PRINT FIRST NOTICE OF GROUP FLIGHT
PACKAGE IN ISSUE OF BOUW WERELD, A LEADING PUBLICATION OF
THE CONSTRUCTION INDUSTRY, WHICH GOES TO PRESS OCTOBER 3.

2. MISSET WOULD LIKE TO INCLUDE VISIT TO LARGE CONSTRUCTION
PROJECT (I.E. DAM SITE, MAJOR HIGHWAY PROJECT, LARGE INDUSTRIAL
SITE) AS PART OF PROGRAM. COMPANY HOPES SUCH A PROJECT COULD
BE FOUND NEAR HOUSTON OR NEW YORK CITY, WHERE GROUP TO SPEND
FEW DAYS AT BEGINNING OF PROGRAM OR SOME PLACE BETWEEN NEW
YORK AND HOUSTON WHERE AIR STOP OVER COULD BE ARRANGED
WITHOUT TOO MUCH DIFFICULTY. COMMERCE REQUESTED TO ASK SHOW
MANAGEMENT IF THEY WOULD BE ABLE ASSIST ARRANGE SUCH A VISIT.
IF NOT MISSET WOULD APPRECIATE SUGGESTIONS OF OTHER
ORGANIZATIONS THAT MIGHT BE HELPFUL.

3. BROCHURE FOR SHOW STATES PROGRAM FOR WIVES OF VISITORS
WILL BE ARRANGED FOR PERIOD OF SHOW. MISSET WOULD
APPRECIATE FOR THEIR INFORMATION FOR INCLUSION IN ITS
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PUBLICITY FOR GROUP FLIGHT.

4. MISSET WOULD ALSO APPRECIATE INFORMATION OF ANY SPECIFIC FUNCTIONS, BRIEFINGS, TOURS ETC. OFFERED BY SHOW FOR FOREIGN VISITORS. DUTCH BUSINESSMEN WHO SIGN UP FOR GROUP FLIGHT WOULD HAVE ADEQUATE KNOWLEDGE OF ENGLISH.

5. ANY INFORMATION THAT CAN BE SENT ON ABOVE POINTS BEFORE OCTOBER 3 WOULD BE PARTICULARLY APPRECIATED.

6. IN ADDITION TO ABOVE MISSET WOULD STILL LIKE INFORMATION AND BROCHURES REQUESTED IN OUR LETTER OF AUGUST 28 TO MR. AHEARN (COPY SENT TO BIC/OED) WHO IS CONTACT MAN FOR CONCRETE AND AGGREGATES SHOW.
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